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Red Robin Takes a "Stand" Against Childhood Cancer on National Lemonade Day

The Gourmet Burger Authority™ to Host Lemonade Stands in Restaurants Nationwide in Support of Alex's Lemonade Stand Foundation

GREENWOOD VILLAGE, Colo., Aug. 17, 2015 /PRNewswire/ -- Nothing is better than a refreshing glass of Red Robin's signature Freckled Lemonade®, especially when every glass purchased helps support the fight against childhood cancer! On National Lemonade Day, Thursday, Aug. 20, [Red Robin Gourmet Burgers, Inc.](#) (Red Robin) will host lemonade stands at participating restaurants nationwide to raise funds for [Alex's Lemonade Stand Foundation](#), a non-profit organization dedicated to finding better treatments and ultimately cures for all children with cancer.



"Since partnering with Alex's Lemonade Stand Foundation, Red Robin has raised over \$600,000 for the organization," said Lee Dolan, Red Robin's senior vice president and chief

marketing officer. "Each year on National Lemonade Day, our team members get to serve samples of our signature Freckled Lemonade and collect donations for our national charity partner. They truly enjoy this day and look forward to supporting this worthy cause each year."

Red Robin's commitment to Alex's Lemonade Stand Foundation extends beyond National Lemonade Day. A portion of Freckled Lemonade sales purchased in Red Robin restaurants throughout the year, including all sales of the sweet blend of strawberries and tangy Minute Maid® Lemonade during grand opening week of new restaurants, directly benefits the fight against childhood cancer.

"We're excited to celebrate National Lemonade Day with Red Robin again this year," said Liz Scott, co-executive director of Alex's Lemonade Stand Foundation and mother of Foundation creator Alex Scott. "We greatly appreciate the generosity Red Robin guests have shown over the past couple years and look forward to another successful fundraiser in support of Alex's Lemonade Stand Foundation. Every dollar counts and you never know which one will lead to the cures we are so desperately seeking."

Alex's Lemonade Stand Foundation was created by four-year-old cancer patient Alexandra "Alex" Scott (1996-2004) who began raising money and awareness to help find a cure for all kids with cancer by selling lemonade at her own front yard lemonade stand. Alex's mission continues today through the work of Alex's Lemonade Stand Foundation, which Red Robin is proud to support.

Lemonade stand hours of operation vary by restaurant location so please call your local Red Robin for more details. For more information about the partnership, visit www.redrobin.com/ALSF.

About Red Robin Gourmet Burgers, Inc. (NASDAQ: RRGB)

Red Robin Gourmet Burgers, Inc. (www.redrobin.com), a casual dining restaurant chain founded in 1969 that operates through its wholly-owned subsidiary, Red Robin International, Inc., is the Gourmet Burger Authority™, famous for serving more than two dozen craveable, high-quality burgers with Bottomless Steak Fries® in a fun environment welcoming to guests of all ages. In addition to its many burger offerings, Red Robin serves a wide variety of salads, soups, appetizers, entrees, desserts and signature Mad Mixology® Beverages. Red Robin offers a variety of options behind the bar, including its extensive selection of local and regional beers, and innovative adult beer shakes and cocktails, recently earning the restaurant the 2014 VIBE Vista Award for Best Beer Program in a Multi-Unit Chain Restaurant. There are more than 500 Red Robin restaurants across the United States and Canada, including Red Robin's Burger Works® locations and those operating under franchise agreements. Red Robin... YUMMM®! Connect with Red Robin on [Facebook](#) and [Twitter](#).

About Alex's Lemonade Stand Foundation

Alex's Lemonade Stand Foundation (ALSF) emerged from the front yard lemonade stand of cancer patient Alexandra "Alex" Scott (1996-2004). In 2000, 4-year-old Alex announced that she wanted to hold a lemonade stand to raise money to help find a cure for all children with cancer. Since Alex held that first stand, the Foundation bearing her name has evolved into a national fundraising movement, complete with thousands of supporters across the country

carrying on her legacy of hope. To date, Alex's Lemonade Stand Foundation, a registered 501(c)3 charity, has raised more than \$100 million toward fulfilling Alex's dream of finding a cure, funding over 500 pediatric cancer research projects nationally. For more information on Alex's Lemonade Stand Foundation, visit AlexsLemonade.org.



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